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DECEMBER
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% '88 VS '87	4 MO	
	1988	1987		1988	1987
CHRYSLER	22881	26992	84.77	2.56	3.18
(LeBaron)	9811	14479	67.76	1.10	1.70
(New Yorker)	10635	5014	176.84	1.18	.71
(5th AVE)	1837	5754	31.93	.21	.68
(Imperial)	-	-	-	-	-
DODGE	44150	36895	119.66	4.94	4.35
(Daytona)	4017	4410	91.09	.45	.52
(Shadow)	7845	6877	114.08	.88	.81
(Spirit)	2298	-	-	.26	-
(Dynasty)	11023	1521	724.72	1.23	.18
(Aries)	8835	11542	76.55	.99	1.36
PLYMOUTH	25770	27321	94.32	2.88	3.22
(Horizon)	3727	2749	135.59	.42	.32
(Sundance)	8436	5872	143.66	.94	.69
(Acclaim)	2159	-	-	.24	-
(Reliant)	7055	11531	60.75	.78	1.36
(Laser)	-	-	-	-	-
EAGLE	5838	3958	147.50	.65	.47
(Premier)	3357	111	-	.37	.02
CHRYSLER MTRS CORP	98679	95166	103.69	11.03	11.22
FORD	138405	123542	112.03	15.48	14.57
(Escort)	33293	31855	104.51	3.72	3.76
(Probe)	10601	-	-	1.19	-
(Mustang)	13485	12710	106.10	1.51	1.50
(Tempo)	25283	22569	112.03	2.83	2.66
(Taurus)	32111	32338	99.30	3.54	3.82
(Crown Victoria)	9686	9346	103.64	1.08	1.10
(Thunderbird)	8027	10810	74.26	.90	1.27
LINCOLN	13448	15540	125.15	2.17	1.83
MERCURY	37913	37283	101.69	4.24	4.40
(Topaz)	8687	4922	176.49	.97	.58
(Sable)	8997	8896	101.14	1.01	1.05
(Cougar)	5951	8205	72.53	.67	.97
(Grand Marquis)	9605	9580	100.26	1.07	1.13
LINC/MERC DIV	59226	53978	109.72	6.92	6.37
FORD MOTOR CO	197631	177520	111.33	22.40	20.94
BUICK	48116	48889	100.46	5.49	5.77
(Skyhawk)	1843	3146	58.58	.21	.37
(Somerset/Skylrk)	3899	4775	89.12	.44	.52
(Century)	13454	10831	124.22	1.50	1.28
(Regal)	9265	8707	106.41	1.04	1.03
(Riviera)	1814	1102	164.61	.20	.13
(Reatta)	569	10	-	.06	-
CADILLAC	27412	22333	122.74	3.07	2.65
(Allante)	203	327	62.08	.02	.04
(Eldorado)	2882	2519	114.41	.33	.29
(Seville)	2402	2120	113.30	.27	.25
CHEVROLET	116471	112230	103.78	13.03	13.24
(Nova)	3168	4304	73.61	.35	.51
(Celebrity)	22076	24183	91.29	2.47	2.85
(Corsica)	13002	9201	141.31	1.45	1.09
(Beretta)	13034	8934	146.55	1.46	1.05
(Cavalier)	28053	24507	114.47	3.16	2.89
(Camaro)	10804	7102	152.13	1.21	.84
(Corvette)	1735	2400	72.29	.19	.28
(Monte Carlo)	562	4815	11.67	.05	.57
OLDSMOBILE	57332	51561	111.21	6.41	6.08
(Calais)	9093	7012	129.68	1.02	.83
(Cutlass Ciera)	17693	17287	102.34	1.98	2.03
(Cutlass)	12064	5338	225.00	1.35	.63
(Toronado)	809	1489	57.02	.09	.18
PONTIAC	59063	52781	130.85	7.72	6.22
(Sunbird)	8099	5344	151.55	.91	.63
(Grand Am)	21511	14919	144.19	2.39	1.74
(6000)	8042	10576	76.04	.90	1.25
(Bonneville)	8556	9823	88.12	.97	1.16
(Firebird)	4483	4641	96.68	.50	.55
(Fiero)	899	2259	39.80	.10	.27
(Grand Prix)	10603	1082	979.94	1.19	.13
GEN MTRS CORP	119795	287784	116.98	35.72	33.94
Misc Domestic	6	6	100.00	-	-
Other Import	278564	284452	98.97	31.15	33.30
U S TOTAL	834268	847932	105.48		

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UNITED STATES SUMMARY
DECEMBER 1988 ISSUED 02/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% INC		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	283794	297401	95.42	2.71	2.93	297401
(LeBaron)	140580	165025	85.19	1.35	1.62	165025
(New Yorker)	94722	57721	164.10	.90	.57	57721
(5th AVE)	38643	58583	66.30	.37	.58	58583
(Imperial)	-	-	-	-	-	-
DODGE	496330	408333	121.55	4.74	4.01	408333
(Daytona)	70462	37125	189.80	.67	.37	37125
(Shadow)	89248	76927	116.02	.85	.76	76927
(Spirit)	2438	-	-	.02	-	-
(Dynasty)	76822	2276	-	.73	.02	2276
(Aries)	101817	101266	100.54	.98	.98	101266
PLYMOUTH	333162	344656	96.67	3.18	3.39	344656
(Horizon)	59765	48864	122.31	.57	.48	48864
(Sundance)	87308	75313	115.93	.83	.74	75313
(Acclaim)	2273	-	-	.02	-	-
(Reliant)	110516	106156	104.11	1.06	1.05	106156
(Laser)	-	-	-	-	-	-
EAGLE	61996	44740	138.57	.59	.44	44740
(Premier)	37518	111	-	.36	-	111
CHRYSLER MTR CORP	1175282	1035170	107.52	11.22	10.77	1035170
FORD	1577544	1421239	110.99	15.06	13.98	1421239
(Escort)	364927	393786	97.75	7.67	3.86	393786
(Probe)	68106	-	-	.65	-	-
(Mustang)	169552	171026	99.14	1.62	1.68	171026
(Tempo)	278647	223350	124.76	2.66	2.20	223350
(Taurus)	376915	357652	105.39	3.60	3.52	357652
(Crown Victoria)	113331	118464	95.67	1.08	1.17	118464
(Thunderbird)	118510	132080	89.73	1.13	1.30	132080
LINCOLN	190477	167230	113.86	1.84	1.65	167230
MERCURY	481323	464382	103.65	4.59	4.57	464382
(Topaz)	85936	63217	135.94	.82	.62	63217
(Sable)	118117	103159	114.50	1.12	1.01	103159
(Cougar)	102415	110112	93.01	.98	1.08	110112
(Grand Marquis)	115141	118255	97.37	1.10	1.17	118255
LINC/MERC DIV	684083	645171	106.03	6.51	6.35	645171
FORD MOTOR CO	2261627	2066470	109.44	21.58	20.33	2066470
BUICK	578511	557095	103.85	5.52	5.48	557095
(Skyhawk)	26074	33509	66.00	.25	.33	33509
(Somerset/Skylrk)	58029	58029	85.38	.55	.57	58029
(Century)	130337	152189	85.64	1.24	1.50	152189
(Regal)	123196	58771	209.62	1.18	.58	58771
(Riviera)	11287	16493	68.44	.11	.16	16493
(Reatta)	3893	10	-	.04	-	10
CADILLAC	259745	258991	100.29	2.48	2.55	258991
(Allante)	3191	2068	154.30	.03	.02	2068
(Eldorado)	30763	20357	151.12	.30	.21	20357
(Seville)	22183	20725	107.03	.21	.20	20725
CHEVROLET	1459362	1495074	98.21	14.03	14.71	1495074
(Nova)	98285	135120	71.25	.92	1.33	135120
(Celebrity)	252359	313885	80.40	2.41	3.08	313885
(Corsica)	194680	100231	194.23	1.85	.99	100231
(Beretta)	180153	108614	165.87	1.72	1.07	108614
(Cavalier)	305931	298935	102.65	2.92	2.94	298935
(Camaro)	99052	117060	84.62	.95	1.15	117060
(Corvette)	22927	24878	92.15	.22	.24	24878
(Monte Carlo)	50191	62854	79.84	.48	.63	62854
OLDSMOBILE	708315	717262	98.75	6.76	7.06	717262
(Calais)	104828	100882	103.91	1.00	.99	100882
(Cutlass Ciera)	235484	246558	95.47	2.25	2.43	246558
(Cutlass)	112099	95403	117.50	1.07	.94	95403
(Toronado)	15052	16199	92.92	.14	.16	16199
PONTIAC	759434	698143	108.78	7.25	6.87	698143
(Sunbird)	82078	80166	102.39	.78	.79	80166
(Grand Am)	226012	214141	105.54	2.17	2.11	214141
(6000)	96734	124199	77.89	.92	1.22	124199
(Bonneville)	107033	99825	107.22	1.02	.98	99825
(Firebird)	57413	73822	77.77	.55	.73	73822
(Fiero)	24106	42563	56.65	.23	.42	42563
(Grand Prix)	97700	114344	681.12	.93	1.14	114344
GEN MTRS CORP	3775387	3727565	101.28	36.04	36.67	3727565
Misc Domestic	156	80	195.00	-	-	80
Other Import	326411	327619	99.66	31.16	32.23	3276415
U S TOTAL	10477863	10165660	103.07	-	-	10165660

UNITED STATES SUMMARY

(Items Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	3	-	293	1480	19.80	.01	.03
Chevrolet	117082	26.42	1330796	1166155	114.12	25.55	23.49
Dodge	45608	10.29	566686	562830	100.67	10.88	11.34
Ford	128000	28.90	1516836	1433910	105.78	29.12	28.90
Freightliner	2142	.48	24004	23482	102.22	.46	.47
G.M.C	32306	7.29	386684	337034	114.73	7.42	6.79
Hino	228	.05	2054	1699	120.89	.04	.03
Isuzu	9320	2.10	92788	95048	97.62	.78	1.91
Iveco	275	.06	2714	2298	118.10	.05	.05
Jeep	23020	5.19	245532	205105	119.71	4.71	4.13
Kenworth	1710	.39	17273	14572	118.54	.33	.29
Mack/Midliner	2159	.49	24316	22666	109.93	.48	.46
Mercedes Benz	243	.05	3080	3987	77.25	.06	.08
Navistar	7805	1.76	84875	70481	120.42	1.63	1.42
Nissan	14897	3.36	170347	221719	76.83	3.27	4.47
Peterbilt	1544	.37	17008	12561	135.51	.33	.25
Plymouth	15771	3.56	190893	138069	138.26	3.66	2.78
Scania	11	-	144	113	127.43	-	-
Volvo	181	.04	1796	2365	75.94	.03	.05
Western Star	135	.03	1445	1423	101.55	.03	.03
White	54	.01	1882	8283	22.45	.04	.17
WHITEGMC	1805	.41	12617	-	-	.24	-
Other Imports	37948	8.56	504647	631545	79.91	9.69	12.72
Miscellaneous Domestic	840	.19	9957	6872	144.89	.19	.14
U.S. Total	443176		5209267	4963885	104.94		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	293
Chevrolet	789255	495011	26930	2016	284	7801	8132	367
Dodge	452507	114179	-	-	-	-	-	-
Ford	737548	665514	-	17398	-	9732	32986	13658
Freightliner	-	-	-	-	-	-	-	24004
G.M.C	186831	153841	2760	850	5194	10608	14816	1684
Hino	-	-	-	-	585	476	993	-
Isuzu	86369	-	4736	445	395	435	418	-
Iveco	-	-	1465	698	362	169	-	-
Jeep	231123	14409	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	436	16837
Mack/Midliner	-	-	-	-	-	1625	2554	20737
Mercedes Benz	-	-	-	-	-	1136	1944	-
Navistar	-	-	-	198	321	26304	23966	34086
Nissan	168856	-	-	-	803	252	456	-
Peterbilt	-	-	-	-	-	-	581	16627
Plymouth	190893	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	144
Volvo	-	-	-	-	-	-	1518	278
Western Star	-	-	-	-	-	-	-	1445
White	-	-	-	-	-	-	-	1882
WHITEGMC	-	-	-	-	-	-	-	12617
Other Imports	499504	2308	1453	-	466	505	303	-
Miscellaneous Domestic	-	1461	-	5447	1142	-	59	1848
Total	3382284	1457723	37370	27052	9544	59043	89044	146507
1987 Total	3192331	1252610	37760	4959	8871	48126	86170	311131
1988 vs '87	99.72	116.37	98.95	545.51	108.07	122.68	101.04	111.73

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	49565	.47	59269	.58
Chevrolet Spectrum	68276	.65	79108	.78
Chrysler Conquest	9647	.09	11233	.11
Dodge Colt DL SW	42588	.41	42115	.41
Dodge Colt Vista SW	10262	.10	15820	.16
Eagle Medallion	14648	.14	13409	.13
Eagle Summit	3621	.03	-	-
Ford Festiva	67560	.64	24385	.24
GM Lotus	2	-	-	-
L-M XR4	5868	.05	8849	.09
L-M Scorpio	6415	.06	4650	.05
Mercury Capri	-	-	-	-
Mercury Tracer	56715	.54	32351	.32
Plymouth Colt DL SW	37720	.36	38144	.38
Plymouth Colt Vista SW	9317	.09	14553	.14
Pontiac LeMans	61381	.59	33062	.33
T/C by Maserati	-	-	-	-
Others	-	-	775	.01
Total Domestic Sponsored Imports	443585	4.23	377723	3.72
OTHER IMPORTS				
Acura	129589	1.24	104715	1.03
Audi	24480	.23	42344	.42
BMW	75750	.72	86180	.85
Honda	662138	6.32	613221	6.03
Hyundai	263248	2.51	261600	2.57
Mazda	253272	2.42	214938	2.11
Mercedes Benz	84557	.81	93176	.92
Mitsubishi	63540	.61	61188	.60
Nissan	471981	4.50	516649	5.08
Saab	41214	.39	45682	.45
Subaru	159894	1.53	172564	1.70
Toyota	644763	6.15	618641	6.09
Volkswagen	166344	1.59	178868	1.76
Volvo	98672	.94	101008	.99
Yugo	30890	.29	48295	.48
Others	95079	.91	117346	1.15
Total Other Imports	3255411	31.16	3276415	32.23
GRAND TOTAL ALL IMPORT CARS	3700996	35.40	3654138	35.95

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	53624	1.03	66806	1.35
Dodge RAIDER	8102	.16	19450	.39
OTHER IMPORTS				
Isuzu	86369	1.66	89704	1.81
Mazda	99020	1.90	129651	2.61
Mitsubishi	56770	.97	57670	1.16
Nissan	168856	3.24	219952	4.43
Subaru	36	-	1597	.03
Suzuki	62377	1.20	80903	1.63
Toyota	280168	5.38	347548	7.00
Volkswagen	6169	.12	10415	.21
Others	7352	.06	2177	.04
Total Other Import Trucks	757137	14.53	939617	18.93
GRAND TOTAL ALL IMPORT TRUCKS	818863	15.72	1025873	20.67

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963888
1988	10477863	5209267

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R 9-88
(2) REVISED 11/88

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